

70th Anniversary of the End of World War II

Round the World Gold Star Tribute to America's 'Greatest Generation'
Sunday, August 16, 2015

+ Background

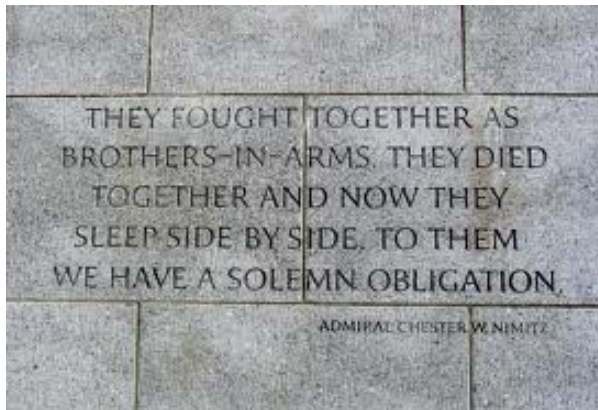
- In 2010, Congress voted unanimously for a national “Spirit of ‘45 Day” to honor the legacy of service of the men and women of the WWII generation (www.Spiritof45.org)
- Spirit of ‘45 Day is now being observed in hundreds of communities and during Major League Baseball games on the second Sunday in every August.
- To commemorate the 70th anniversary of the end of WWII in 2015, several major events and activities are being organized for the weekend of August 14 – 15 – 16:
 - Media events in Times Square/San Diego
 - WWII aircraft flyovers (AFA/CAF)
 - Cross country convoy of WWII military vehicles (MVPA)
 - ” Spiritfest” events in Las Vegas, Queen Mary, etc.

+ Round-the-World Tribute to America's “Greatest Generation”

- Goal: 1,945 individual wreath laying ceremonies to conclude 70th Anniversary commemoration on Sunday August 16, 2015
- Sites to include all national cemeteries in Asia, Europe, and US, WWII memorials, and other venues
- Network of participating organizations now being confirmed (e.g. ABMC., BAA, Dignity Memorial/We Honor Veterans, youth groups, federal, state and local elected officials)
- Tribute will continue in future years as an annual tradition on the second Sunday in August (Spirit of '45 Day)

+ Honoring the Fallen of WWII

- America lost 405,399 sons and daughters in WWII (including 78,979 MIA)



- Nearly 90 percent of the more than 16 million who served have now passed away into history...

+ Every Community in America Has a Heritage of Service in WWII



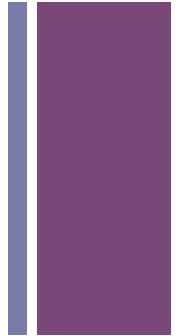
WWII Memorial in Marion, Indiana

+ A Collaborative Effort

- **American Battle Monuments Commission** – manages all offshore American national cemeteries, and WWII memorials in NYC and San Francisco (www.abmc.gov)
- **Bugles Across America** – 7,000 buglers who perform “Taps” at military funerals throughout the country (www.BuglesAcrossAmerica.org)
- **“We Honor Veterans”** – joint venture between the VA and more than 2,000 members of the National Hospice and Palliative Care Organization (www.wehonorveterans.org)
- **Dignity Memorial** – nation’s largest provider of funeral services with more than 2,000 members (www.Dignity Memorial.com)
- **National History Day** – network of 750,000 middle and high school students being invited to document the lives of the more than 400,000 who fell in WWII. (www.NHD.org)



American Battle Monuments Commission Sites



Asia - Pacific

- Cabanatuan Memorial (Luzon, Philippines)
- Manila American Cemetery (Metro Manila, Philippines)
- Papua Marker (New Guinea)
- Guadalcanal (Solomon Islands)
- Saipan Monument (Mariana Islands)
- Western Naval Task Force Marker (Morocco)

United States

- National Memorial Cemetery of the Pacific (Honolulu)
- East Coast WWII Memorial (New York City)
- West Coast WWII Memorial (San Francisco)

Europe/Africa

- Normandy American Cemetery (France)
- Epinal American Cemetery (France)
- Point Du Hoc Ranger Monument (France)
- Utah Beach Monument (France)
- Brittany American Cemetery (France)
- Rhone American Cemetery (France)
- Ardennes American Cemetery (Belgium)
- Henri-Chapelle American Cemetery (Belgium)
- Netherlands American Cemetery (Netherlands)
- Cambridge American Cemetery (England)
- Florence American Cemetery (Italy)
- Sicily-Rome American Cemetery (Italy)
- North Africa American Cemetery (Tunisia)
- Western Naval Task Force Marker (Morocco)

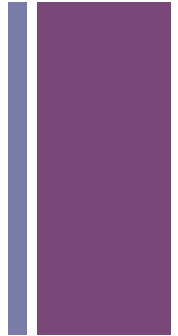


+ MOPH Invited to Take the Lead

- MOPH logical choice of VSO to lead this new annual tradition (defined by sacrifice in service)
- Purple Heart recipients rest in all ABMC offshore sites
- MOPH annual convention/Purple Heart Day) in August provides natural platform for Tribute each year
- MOPH Region and Department Commanders already demonstrating acceptance/enthusiasm for this project (e.g. support to current Spirit of '45 public awareness tour)

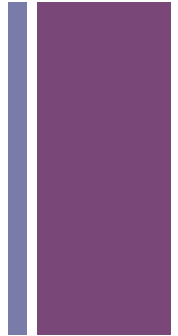
+ Benefits of MOPH Participation

- International visibility
- Re-establish MOPH “brand” in face of competition
- Strengthen membership (current and new)
- Perennial (Tribute will be an annual tradition)
- Means to acquire new strategic partners
- Opportunity to broaden base of community support while emphasizing MOPH’s unique status



+ Action Plans for 2014 – 2015

- Support Spirit of '45 tour as it passes through Regions/States
- Develop August 2014 – August 2015 game plan
- Prepare standard ceremony protocols to assure quality
- Identify appropriate venues for individual ceremonies (e.g. memorials, national cemeteries, state houses, community centers, etc.)
- Recruit other stakeholders to participate (e.g. local Dignity Memorial/We Honor Veterans members, BAA, youth groups, etc.)
- Create communications and media strategies



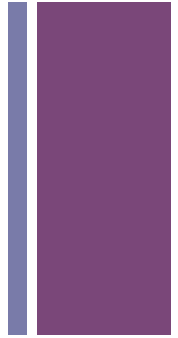
+ Spirit of '45 Express National Unity Tour 2014 -2015

- Two-year cross country tour to help publicize events and activities planned for 2015
- Purple Heart helping to organize visits to state veterans homes and other locations in each state
- First phase to conclude with National Memorial Day Parade in Washington, DC on May 26



+ Opportunity for MOPH to begin building support for 2015 project

- Goal is to begin networking and PR efforts to build public awareness and participation in 70th anniversary activities
- Regional Commanders helping spread the word to Department Commanders, who are mobilizing chapters
- Simple ceremonies at local WWII memorials & museums and/or visits to state veterans homes
- Opportunity to significantly raise MOPH profile at local, state and national levels



+ A New Annual MOPH Tradition on Every Second Sunday in August

